

## Grantee Information

<b>ID</b>	1716
<b>Grantee Name</b>	KVIE-TV
<b>City</b>	Sacramento
<b>State</b>	CA
<b>Licensee Type</b>	Community

### 4.1 Local Community Outreach

Jump to question: [4.1](#) ▼

In what local community outreach or educational activities has your station been involved this year that supports unserved or underserved audiences? Please describe in detail: outcomes, audience served, community response.

KVIE participated in or cosponsored multiple community events that focused on school readiness literacy as well as outreach for underserved communities including low income and/or immigrant families. Combined, these diverse events reached thousands of people. For example, KVIE attended the 20th Annual Family Day at the Park in Stockton, which resulted in 25,000 low income families receiving free bilingual books and resources.

### 4.2 Production Activity

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In what production activity has your station been involved that supports unserved or underserved audiences?

Key local services in FY2017 included 99 new programs featuring our region's arts, celebrating local attractions, and examining important regional issues like education and the environment, history, health and more. KVIE's locally produced and longest-running original program America's Heartland, which airs on PBS stations and various other channels across the country and around the world, celebrated its twelfth season. Other productions within the ViewFinder series, Rob on the Road, Yes We're Open, KVIE Arts Showcase, Inside California Education, and Studio Sacramento highlighted the people, places, and issues of our region. In its sixth season, our Emmy award-winning Studio Sacramento series continued its weekly focus on topics, issues and people of local interest to viewers in our region. Some of the topics covered in the (25) new episodes produced included police and minority community relations; literacy for children through a creative writing program offered by the local non-profit 916 Ink; a conversation with Sacramento County District Attorney Anne Marie Schubert; the Ronald McDonald House Charities; Sacramento State students with different disabilities discussing how well they feel the Americans With Disabilities Act is being realized through their personal experiences; celebrating 40 years of the Sacramento Metropolitan Arts Commission; community activism; unconscious bias; being Muslim in America in 2017; changing foster care for youth; our region's oldest community college - Sacramento City College 100th year anniversary; the opioid crisis; and a one-on-one with Craig McNamara - the son of former Secretary of Defense Robert McNamara. Our locally-produced series, Yes! We're Open, continued to profile some of our region's most industrious entrepreneurs, sharing their secrets of success as they launched a wide array of enterprises. This season, viewers met a mother-daughter team keeping others' memories alive through their handmade teddy bears, a New Yorker who moved his cutting-edge jet ski technology firm to Sacramento, an entrepreneur who found "rapid" success with a microwave cookware product, and a father and his two sons who changed careers to find success and satisfaction in the world of film production. During its twelfth consecutive season, America's Heartland, KVIE's national series celebrating U.S. agriculture, once again took viewers across the country with (20) episodes, including colorful stories about a northern California ranching family going on a last cattle drive with their family patriarch. Other episodes visited a California wild horse sanctuary, discovered a program helping disabled farmers continue working their land, and shared how American rice farmers are penetrating Japan's sake market. Other full episodes followed a farm family from dawn to dusk, and offered an in-depth look at the sugar beet industry. Rob on the Road, our weekly series hosted by Rob Stewart, offered viewers (6) new half-hour programs which took viewers to amazing destinations and to meet extraordinary people. Highlights included an in-depth look at Sacramento's historic Sutter's Fort and Capitol Park, and a journey through the majestic sequoia redwoods at Calaveras Big Trees State Park. Rob also profiled some of the dedicated volunteers saving everything from birds to vernal pools throughout the region, and toured some of our best museums, including the Crocker in Sacramento and the Haggin Museum in Stockton. We also met some local heroes making a difference in our community, including members of City Year Sacramento, who dedicate themselves to helping disadvantaged students; and the selfless people at Shriners Hospitals, who provide medical treatment, therapy, comfort, and custom-made garments for young burn victims. KVIE's ViewFinder documentary series took viewers on (11) new in-depth journeys across a wide range of topics. Our Focus on Health initiative allowed citizens to learn about advances in medicine and health. Healing Beyond Medicine explored emerging research and techniques to help children and adults deal with a variety of medical challenges with the help of music and therapy animals. Another original health program, The Boomer's Guide to Growing Older, focused on the many ways baby boomers are learning to cope with caring for both themselves and their aging parents, and the many new services and sources of information that are making things easier. Other ViewFinder programs included one that honored America's veterans while examining the many medical, mental, and societal challenges they face, and what's being done to help them. Another explored a new state historic park created exclusively to honor local Native Americans who've lived in the area for thousands of years. We explored the challenges facing our region's transit system, and how both legacy and new plans are addressing those challenges. Local history programs included a look at some multi-generational ranching families in Nevada County, a profile of local Japanese-American weightlifter Tommy Kono (whose Olympic success inspired Arnold Schwarzenegger), and a remarkable group of female volunteer firefighters and EMTs who served the regional town of Citrus Heights during the 1950's and '60's. Twenty-two new episodes of KVIE Arts Showcase featured more emerging artists and art trends both in the Northern California region and throughout the U.S. KVIE Arts Showcase continues to blend its own extensive array of local arts segments with content from other PBS stations in the top 20 television markets, allowing our own stories to be seen in many other

cities across the United States. Some of this season's segments included artist profiles with sketch artist Stuart Ratcliff who reminds us to enjoy the little things, animals of the Sacramento zoo express their creative side. A lesson in strings to inspire students with the Sacramento State University Music program. Along with a local artists group finding comfort in creating with renowned artists Jian Wang, Boyd Gavin, Pat Mahony and Marcy Friedman. And art entrepreneur Tre Borden creates a platform for change. KVIE Arts Showcase was also honored with a 2017 Regional Emmy Award nomination for its segment featuring sculptor Al Farrow. Inside California Education, our locally-produced statewide series about public education, launched its first season with (13) half-hour episodes. Carried on every California PBS station, Inside California Education tackled such diverse topics as new career tech programs and how they're offering students new choices after high school graduation. We also explored the school nursing shortage, and visited some continuation schools helping at-risk youth. Other stories included a look at the growth of dual-immersion language programs for children as young as kindergarteners, summer school arts programs, and a unique "edible schoolyard" program started by famed restaurateur Alice Waters. On October 18, 2016, KVIE and community partners Capital Public Radio, Folsom Lake College, Los Rios Community College District, and The Sacramento Bee hosted and broadcast live the only Congressional debate between 7th District candidates Ami Bera and Scott Jones in one of the most contested races in the country. The debate was held at the KVIE Studios in front of a live studio audience, broadcast on KVIEHD, and simultaneously made available to listeners on Capital Public Radio; and was later aired on C-SPAN. KVIE hosted a variety of community events in FY17. The station premiered two ViewFinder episodes to live audiences followed by panel discussions. The advanced screening and reception of ViewFinder: Healing Beyond Medicine led to a thoughtful discussion on breakthroughs in music therapy and the healing power of animals, with a Q&A with the show's producer and alternative care experts from the medical community. KVIE also previewed Getting There: Transit in the Sacramento Region, br

#### 4.3 Program Content in Other Languages

Jump to question: [4.3](#) ▼

Do you provide program content in languages other than English? If so, please list your services in this area

N/A

#### 4.4 Governance Structure

Jump to question: [4.4](#) ▼

Please describe your station's governance structure. Please include information about your station's Board of Directors, Advisory Boards or Panels, Community Boards or Panels, and the Committee Structure under each of these entities.

Your response should include but is not limited to:

What are the direct and indirect reporting relationships?

What committees are active and what is their function?

Does your Board have an Audit and Finance Committee?

What are the roles and responsibilities of these Boards, Panels and/or Committees? Etc.

KVIE's board of directors is currently comprised of 18 board members—including one immediate past chair. There are three vacancies. The bylaws provide for a total of 21 if there is one designated director (immediate past chair for one year if the term is completed; otherwise the immediate past chair returns as a board member)—there is currently one serving this role. The board is a self-perpetuating board that receives recommendations from the nominating committee when vacancies arise. Board meetings are held six times per year and last approximately 90 minutes. Board meetings are open to the public except during executive session. To represent station management in board meetings, the president and general manager, chief financial officer/associate general manager - operations, associate general manager – production, and associate general manager – external affairs attend the meetings as well as an annual board of directors' planning session that occurs in May. Additionally, the president, chief financial officer/associate general manager - operations, associate general manager – production, and associate general manager – external affairs, attend and support at least one of the board committees and/or the Community Advisory Board. . Regular committees include executive, finance, development, nominating, and audit. The executive and finance committees meet monthly and the development committee plans to meet at least 3-4 times a year. The other committees meet as needed. The executive committee reviews and approves board of directors meeting agendas which consist entirely of station related activities including: a report of the station's finances, reports from the rest of the board committees and their activities, and a report on current station activities and issues from the president. The finance committee reviews the station's budget and financial performance monthly. The development committee oversees fundraising for the organization. The audit committee is responsible for selecting the organization's auditors and receiving the audit report on behalf of the board of directors. Communication between station management and the board occurs on a regular basis. Between meetings the board members often work on station activities such as fundraising and/or outreach. The board holds the license on behalf of the community. It approves the annual budget, station goals, and accepts the annual audit report. It approves grant proposals and corporate resolutions when required. It is responsible for the employment relationship with the president and general manager and approves the hiring of the chief financial officer. It makes policy decisions as appropriate. The Community Advisory Board and Business Advisory Board are advisory in nature and represent their respective communities.

#### 4.5 Community Outreach

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CPB is interested in learning more about stations' significant activities planned for the upcoming year - both broadcast and beyond broadcast. What types of on-air programs and off-air activities are you planning in the upcoming year that will connect your station more closely with your community? What goals are you setting in conjunction with these initiatives, and how will you measure your success?

KVIE is planning continued efforts to partner on new and ongoing outreach initiatives that leverage community organization partnerships as well as individual station events. For example, KVIE is planning to attend events that will reach low income families in our viewing area. At these events, we will distribute free books to promote school readiness. In addition, KVIE plans to hold free screening events at the station showing new children's educational programming.

#### Comments

##### Question

##### Comment

No Comments for this section